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The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jun 13

Now cleared
in 70%+ of the U.S.!

Quality stations.
Quality time periods.

SWEETHEARTS Premieres this fall on America's most dominant TV stations. And now, it's interactive. Your viewers can play and win at home!

MULTIMEDIA ENTERTAINMENT
First run for the long run.

SWEETHEARTS, starring Charles Nelson Reilly.

SWEETHEARTS is a Richard Reid Production in association with Createl Ltd. and Multimedia Entertainment, distributed by Multimedia Entertainment.

57th Year 1988

Affiliates annual assemblage

Congress's unfinished business

Vol. 114 No. 24

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PRIME TIME AND PROMOTION □ Among concerns to be addressed by CBS television affiliates in Los Angeles this week are network's new fall schedule and its overall promotional effort. **PAGE 44.**

PROUD AS A PINEAPPLE □ With their network still on top, NBC afiliates head to Maui this week for annual affiliate meeting. **PAGE 44.**

DOWNEY IS UP □ *The Morton Downey Jr. Show* more than doubles station audience shares in some markets. **PAGE 45.**

PLAY IT AGAIN, IN COLOR □ Colorization comes to Rick's Cafe next fall when Turner Broadcasting colorizes "Casablanca" for showing on superstation WTBS(TV) Atlanta. **PAGE 46.**

TV ACRONYMS □ The most common initials at 1988 International Summer Consumer Electronics Show (CES) is not HDTV or EDTV, but IDTV—improved-definition television. **PAGE 47.**

40-YEAR PROGNOSTICATOR □ When Robert Coen delivers his semiannual review of advertising supply and demand in New York June 15, he will be on familiar ground, marking his 40th year of providing expertise. **PAGE 51.**

CONTROVERSY IN K.C. □ Ku Klux Klan program prompts Kansas City city council to study how far cable TV public access programing can go. **PAGE 58.**

UPHILL PEDDLING □ Tim McCauliff has risen through ranks at Blair Television, national sales rep that numbers some 135 client TV stations, from account representative to president and COO. It has been "terrific challenge and a growing experience," he says. **PAGE 79.**

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BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING			
SERVICE	ON AIR	CP's	TOTAL *
Commercial AM	4,912	170	5,082
Commercial FM	4,058	418	4,476
Educational FM	1,324	173	1,497
■ Total Radio	10,294	761	11,055
FM translators	789	444	1,233
Commercial VHF TV	540	23	563
Commercial UHF TV	485	222	707
Educational VHF TV	119	3	122
Educational UHF TV	214	25	239
■ Total TV	1,358	273	1,631
VHF LPTV	102	74	176
UHF LPTV	267	136	405
■ Total LPTV	369	210	581
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliary	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & Intercity relay	2,836	166	3,002

CABLE†	
Total subscribers	45,000,000
Homes passed	71,500,000
Total systems	8,000
Household penetration†	51.1%
Pay cable penetration	28.6%

* Includes off-air licenses.

† Penetration percentages are of TV household universe of 88.6 million.

committee Chairman Ed Markey and NAB and proposes limits on commercial time in children's programs of 10½ minutes per hour on weekends and 12 minutes per hour on weekdays. Measure has undergone considerable revisions and excisions, among latter language that would have required broadcasters to air one hour per day of informational and educational programing and provisions aimed at curbing so-called program-length commercials.

In response to U.S. Court of Appeals in Washington and petitions from Action for Children's Television, FCC launched broad inquiry into children's advertising. In its comments, ACT asked FCC to limit children's advertising to 9.5 minutes per hour and require two-year period before toys featured in programs can be promoted.

Compulsory License

■ FCC is conducting inquiry into cable compulsory license; if views of FCC Chairman Dennis Patrick are guide, inquiry could lead to recommendation that Congress abolish license. At National Cable Television Association board meeting during association's annual convention, Patrick said he favors complete elimination of license, acknowledging that abolishing it for carriage of local stations would create some practical problems. Although FCC staff is actively working on item, it is not likely to be ready for FCC action until late summer at earliest.

Reexamination of license on Capitol Hill could occur in context of broadcasters' efforts to resurrect must-carry requirements there. House Telecommunications Subcommittee member John Bryant (D-Tex.) has offered legislation (BROADCASTING, April 4) to condition compulsory license on whether cable operator is carrying local broadcast signals. Senate Copyright Subcommittee Chairman Dennis DeConcini (D-Ariz.) is considering offering similiar measure. NAB television board has directed staff to investigate all aspects of compulsory license as part of joint board's consideration of must-carry issues. In comments on license inquiry, cable generally supported retention of license while program producers opposed it. NAB softened its longstanding opposition, arguing that license should be left alone for time being.

Crossownership

Telco-cable—National Cable Television Association and California Cable Television Association have asked three FCC commissioners to review staff's April 12 decision to waive telco-cable crossownership rules and allow GTE to build cable system in Cerritos, Calif.

Question of whether telephone companies should be allowed to offer cable service within their telephone service areas has been central to separate FCC proceeding that could lead to dropping of FCC rules barring such crossownership and recommendation to Congress to eliminate redundant prohibition in Cable Communications Policy Act of 1984. Not waiting for FCC, Representative Howard Nielson (R-Utah) introduced legislation to eliminate statutory ban.

Even if FCC and Congress drop crossownership prohibitions, seven Bell operating companies would still be prevented from entering cable business by Judge Harold Greene's modified final judgment in consent decree that led to breakup of AT&T. National Telecommunications and Information Administration has petitioned FCC to preempt Greene's regulation of BOC's, arguing that Greene is hampering BOC's entry into information services, including cable. President's Cabinet-level Economic Policy Council is considering legislation that would deregulate BOC's.

Duopoly/one-to-a-market. FCC officials, speaking at NAB convention (April 9-12), said record in duopoly and one-to-a-market rulemaking supports some relaxation of rules. But officials indicated that opposition from Hill to any FCC initiative involving liberalization of broadcast ownership rules makes any action on rules unlikely at this time. Also wishing to keep peace with Congress, NAB is not pressing for FCC action.

Broadcast-newspaper—Rupert Murdoch won victory in U.S. Court of Appeals in Washington March 29 when court ruled that statute passed by Congress in session's final hours violated First and Fifth Amendments by prohibiting FCC from extending current waivers of rule banning newspaper-television station crossownership. Action came too late to enable Murdoch to retain *New York Post*, which he sold in February to real estate developer Peter Kalikow for $37 million so that Murdoch could keep WNYW(TV) New York.

Court did not rule on constitutionality of substance of provision that bars commission from repealing or modifying television-newspaper crossownership ban.

Meanwhile, FCC received comments on Freedom of Expression Foundation petition calling on FCC to repeal crossownership rules.

ity that the show will launch next September. He acknowledged the program, as a "character" show in the mold of *Hill Street Blues*, would take longer to build than other types of programs and said whether it eventually does go into syndication will depend on stations' willingness to let it develop. "The show cannot be evaluated in two months of ratings," he argued. □

Here's looking at hue, kid

Turner to colorize 'Casablanca' for showing on superstation WTBS next fall

A kiss is just a kiss, but this time the lips will be red. Turner Broadcasting will debut a colorized version of "Casablanca" next fall on its superstation WTBS(TV) Atlanta. Colorization of the 1943 Humphrey Bogart-Ingrid Bergman classic (directed by Michael Curtiz) has been a subject of speculation since TBS acquired the rights to the film in 1986 when it purchased the MGM film library.

The film will also appear in color and black and white on home video. The colorized version of the film will be released in syndication after its debut on WTBS(TV).

TBS Chairman and President Ted Turner broke the news to an audience of merchandising executives last week at a breakfast announcing the start-up of a licensing and merchandising division of Turner Entertainment. "I know it's a calculated risk," Turner said, as an audible gasp was heard from the breakfast audience. Since colorization came into existence it has been a controversial subject (and the subject of hearings on Capitol Hill), with film "purists" pitting themselves against those responsible for the colorization.

Turner made the announcement as the new licensing and merchandising division made its first appearance at the Licensing and Merchandising Conference and Exposition in New York. As of Aug. 27, the expiration date in MGM's contract extension covering merchandising, TBS will acquire all of the library's rights. Between the time of the TBS purchase of the library and the August date, Turner has received merchandising revenues, while MGM has collected a marketing fee. Turner will now own all of the rights in perpetuity.

Turner said that among the properties that will be actively merchandised by the new division will be "Gone with the Wind" and "The Wizard of Oz," which celebrate their 50th anniversaries on Dec. 15 and Aug. 15 respectively; the *Tom and Jerry* cartoon series, and CNN.

Among TBS productions now in the works, Turner mentioned that Turner Entertainment will produce a mini-series on the author of the hymn "Amazing Grace" and based on a book by Alex Haley. Turner also said that TBS is considering entry into theatrical film productions since "our situation is improving" with the financing acquired through the sale of 40% of the company to various cable MSO's.

Asked about the latest subscriber count for Turner Network Television, the fourth TBS channel, which launches in October, Turner said there are now 10 million subscribers signed up, and 17 million will be on line within the next 90 days.

Roger Mayer, president of Turner Enter-

NBC takes eight of top 10; ABC wins news

□

Week 37: NBC 12.9, CBS 9.8, ABC 9.4

Nielsen		Net		AGB
1.	19.4/32	N Night Court	5.	18.6/32
2.	18.9/35	N Cosby Show	2.	19.7/37
3.	18.9/32	N Cheers	3.	19.4/34
4.	18.8/34	N Different World	1.	19.8/36
5.	18.2/33	N NBC Sunday Movie	4.	18.6/34
6.	16.0/28	N L.A. Law	8.	14.7/27
7.	15.9/28	N NBC Monday Movie	6.	17.1/31
8.	15.8/30	A Who's the Boss?	7.	16.0/31
9.	15.2/26	N NBC Tuesday Movie	12.	13.9/24
10.	15.1/27	A Perfect Strangers, Tue.	16.	13.3/24
11.	15.0/33	C 60 Minutes	10.	14.2/32
12.	14.6/27	A Head of the Class	14.	13.4/24
13.	14.4/29	N Golden Girls	9.	14.5/29
14.	14.2/27	A Growing Pains	11.	14.0/26
15.	14.2/27	C Murder, She Wrote	13.	13.4/26
16.	13.2/25	N ALF	15.	13.4/27
17.	12.8/22	C Newhart	23.	11.8/21
18.	12.6/23	N Matlock	20.	12.2/23
19.	12.5/24	C NBA Playoffs, Friday	22.	12.1/23
20.	12.5/23	N Valerie's Family	17.	12.5/23
21.	12.4/22	C Equalizer	31.	10.5/19
22.	12.1/26	N 227	21.	12.2/26
23.	11.9/23	N Miami Vice	18.	12.4/23
24.	11.8/24	N Hunter	33.	9.9/20
25.	11.7/20	A Hooperman	32.	10.0/18
26.	11.7/23	N Sonny Spoon Detective	19.	12.2/23
27.	11.0/19	A ABC Thursday Movie	28.	11.0/20
28.	10.8/18	A Moonlighting	44.	8.9/15
29.	10.8/20	N My Two Dads	24.	11.8/22
30.	10.6/18	C Eisenhower and Lutz	41.	9.2/16
31.	10.5/19	A China Beach	27.	11.0/20
32.	10.5/19	C AFI Salute to Jack Lemmon	42.	9.2/17
33.	10.5/21	N Family Ties	26.	11.1/22
34.	10.5/21	N Facts of Life	36.	9.6/22
35.	10.4/20	A 20/20	25.	11.1/21
36.	10.2/18	C NBA Playoffs, Thursday	39.	9.4/17
37.	10.2/18	C Jake and the Fatman	34.	9.8/17
38.	10.2/18	C Designing Women	37.	9.5/18
39.	10.0/18	A Nabisco Family Showcase	52.	7.8/14
40.	9.9/17	C CBS Tuesday Movie	30.	10.6/19
41.	9.6/20	C Beauty and the Beast	45.	8.8/18
42.	9.5/19	A Spenser: For Hire	46.	8.7/18
43.	9.5/17	C Tony Awards	29.	10.9/20
44.	9.2/16	A Liza Minnelli: Triple Play	54.	7.1/13
45.	9.0/17	C Kate and Allie	35.	9.7/20
46.	8.7/19	A Slap Maxwell Story	55.	7.0/12
47.	8.7/18	N Best of TV Bloopers	40.	9.3/19
48.	8.4/17	A Full House	50.	8.2/16
49.	8.3/15	N Bronx Zoo	43.	9.1/17
50.	8.2/14	N Sara	38.	9.5/17
51.	8.1/15	N Highway to Heaven	47.	8.6/16
52.	8.0/15	A MacGyver	59.	6.8/13
53.	8.0/15	C CBS Reports: Wall Within	57.	6.9/13
54.	7.7/15	A Monday Night Baseball	67.	4.5/9
55.	7.6/15	C Tour of Duty	58.	6.8/14
56.	7.6/17	C High Mountain Rangers	48.	8.3/18
57.	7.5/16	A Perfect Strangers	56.	7.0/15
58.	7.5/15	C West 57th	51.	8.0/16
59.	6.7/14	N Lyndon LaRouche Address	62.	5.3/11
60.	6.5/13	A Ohara	61.	6.6/13
61.	6.4/11	N Days, Nights of M. Dodd	53.	7.7/14
62.	6.2/14	N Incredible Ida Early	49.	8.2/18
63.	6.0/12	A David Bowie Tour	60.	6.7/13
64.	5.5/12	A Probe	63.	5.0/11
65.	5.1/11	A Disney Sunday Movie	65.	4.8/11
66.	5.0/9	C Dark Crystal, Part 1	64.	4.9/9
67.	4.9/9	C Dark Crystal, Part 2	66.	4.8/9

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